

## 2002 Small Business Profile: NEW JERSEY

The events of 2001 posed critical challenges to the state of New Jersey as well as the nation. Nevertheless, the economic health of New Jersey benefited from its small businesses (those with fewer than 500 employees). Small businesses are an important source of new jobs in the state. The small business sector also provides opportunities for women and minorities and is a continual source of innovation and invention. These qualities proved to be economically beneficial to New Jersey last year.

**Number of Businesses.** The number of employer businesses in 2001 increased by 4.4 percent, and the number of self-employed individuals increased by an estimated 4.9 percent. Employer businesses numbered 277,425 in 2001. The most recent data by firm size (1999) indicate that 98.4 percent of businesses in the state were small. In 2001, an estimated 207,642 individuals were self-employed. (Source: U.S. Dept. of Labor, Employment and Training Administration; U.S. Dept. of Commerce, Census Bureau; U.S. Dept. of Labor, Bureau of Labor Statistics)

**Women-Owned Businesses.** Women owned 23.7 percent of the state's firms in 1997 and generated \$30.0 billion in revenues. Of the state's total women-owned businesses, 18.7 percent had employees. (Source: U.S. Dept. of Labor, Bureau of Labor Statistics, U.S. Dept. of Commerce, Census Bureau)

**Minority-Owned Businesses.** The latest (1997) Census data indicate that minority-owned businesses totaled 102,300 and made up 15.6 percent of the state's businesses, of which 25.0 percent were employer firms. (Source: U.S. Dept. of Commerce, Census Bureau)

**Business Turnover.** In 2001, there were 36,747 new employer firms, or 31.8 percent more new employer firms than in 2000. Business bankruptcies totaled 730 in 2001, an increase of 10.6 percent over 2000, while business terminations amounted to 27,890, an increase of 16.5 percent over 2000. (Source: U.S. Dept. of Labor, Employment and Training Administration; Administrative Office of the U.S. Courts; U.S. Dept. of Commerce, Census Bureau)

**Employment.** Small businesses employed 1,765,697 or 51.3 percent of the state's 3,440,721 employees (non-farm private sector) in 1999. The industry with the most small business employees was manufacturing. The total number of small employer firms in 1999 was 197,911 (Table 1). (Source: U.S. Dept. of Commerce, Census Bureau, Statistics of U.S. Businesses)

**Small Business Income.** Proprietors' income—a partial measure of small business income—totaled \$26.9 billion in 2001, an increase of 5.3 percent over 2000. (Source: U.S. Dept. of Commerce)

**Finance.** Often, small businesses use commercial lenders and rely on local bank services. Over the last five years, the number of banks in the state has increased. The Office of Advocacy has identified the small-business-friendly banks within the state and has published the names in its banking studies report. (See Table 2 for the number of banks by asset size.) Small businesses seeking loans should also consider lenders that participate in the SBA's preferred or certified loan programs; for a list of these lenders, call the Small Business Answer Desk at (800) 827-5722.

For additional information on the Office of Advocacy's research reports, data, and analyses on small business, visit [www.sba.gov/advo/stats](http://www.sba.gov/advo/stats) or call (202) 205-6530.

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- Advocacy's News Releases,
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Note: Data on women-owned and minority-owned firms are not comparable between 1992 and 1997, so growth rates are not available. Data on minority owners may not sum to the total because an owner may belong to more than one minority group.

**Table 1.** Firms and Employment in New Jersey by Industry and Firm Size (Thousands), 1999

Industry	Non-employer Firms	Employer Firms		Employment	
		Total	<500	Total	<500
Total	471.5	201.1	197.9	3,440.7	1,765.7
Agriculture, forestry, fishing, and hunting	2.3	0.2	0.2	0.7	*
Mining	0.1	0.1	0.1	2.2	*
Utilities	0.2	0.1	0.1	20.1	0.7
Construction	47.4	22.7	22.6	153.1	140.6
Manufacturing	6.5	10.9	10.4	390.4	225.3
Wholesale trade	14.3	16.3	15.6	275.6	165.9
Retail trade	44.1	26.0	25.5	422.1	182.9
Transportation and warehousing	24.6	6.1	5.9	157.9	67.2
Information	7.6	2.6	2.4	121.0	28.1
Finance and insurance	22.5	5.8	5.5	206.0	55.7
Real estate; rental and leasing	67.3	7.4	7.3	53.0	37.8
Professional, scientific, and technical services	87.9	28.5	28.1	251.2	170.9
Management of companies and enterprises	N/A	1.0	0.5	147.4	11.3
Admin., support, waste mgmt., and remed., services	26.2	11.9	11.6	266.6	122.9
Educational services	8.9	2.3	2.2	73.6	42.9
Health care and social assistance	34.3	19.2	19.0	413.2	204.0
Arts, entertainment, and recreation	22.6	2.8	2.8	35.9	31.9
Accommodation and food services	6.5	14.2	14.1	250.7	138.1
Other services	48.4	21.5	21.3	143.8	130.3
Auxiliary, except corp, subsidiary, and regional managing	N/A	0.3	0.1	51.6	2.5
Unclassified	N/A	3.4	3.4	4.6	4.6

\* Data suppressed to protect the confidentiality of individual firms.

Source: U.S. Department of Commerce, Census Bureau.

**Table 2.** Number of Banks in New Jersey by Asset Size, 1996 – 2001

Number of Banks						Number of Banks by Asset Size, 2001				
1996	1997	1998	1999	2000	2001	Below \$100M	\$100M–\$500M	\$500M–\$1B	\$1B–\$10B	Over \$10B
75	70	72	75	79	80	30	30	8	11	1

Source: U.S. Small Business Administration, Office of Advocacy, from data collected by the Federal Reserve Board.

The full list of small-business-friendly banks can be found on the Office of Advocacy's website at [www.sba.gov/advo/lending](http://www.sba.gov/advo/lending).